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<b>State:</b>	District of Columbia	<b>Filing Company:</b>	The Lincoln National Life Insurance Company
<b>TOI/Sub-TOI:</b>	LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other		
<b>Product Name:</b>	Planning for LTC Press Release		
<b>Project Name/Number:</b>	/		

## Filing at a Glance

Company:	The Lincoln National Life Insurance Company
Product Name:	Planning for LTC Press Release
State:	District of Columbia
TOI:	LTC06 Long Term Care - Other
Sub-TOI:	LTC06.000 Long Term Care - Other
Filing Type:	Form
Date Submitted:	11/13/2019
SERFF Tr Num:	LCNC-132154236
SERFF Status:	Submitted to State
State Tr Num:	
State Status:	
Co Tr Num:	
Implementation	On Approval
Date Requested:	
Author(s):	Anabela Tavares, Chelsea Ronalter, Andrew Baron
Reviewer(s):	
Disposition Date:	
Disposition Status:	
Implementation Date:	

**State:** District of Columbia  
**TOI/Sub-TOI:** LTC06 Long Term Care - Other/LTC06.000 Long Term Care - Other  
**Product Name:** Planning for LTC Press Release  
**Project Name/Number:** /

**Filing Company:** The Lincoln National Life Insurance Company

## General Information

Project Name: Status of Filing in Domicile: Pending  
Project Number: Date Approved in Domicile:  
Requested Filing Mode: File & Use Domicile Status Comments:  
Explanation for Combination/Other: Market Type: Individual  
Submission Type: New Submission Individual Market Type:  
Overall Rate Impact: Filing Status Changed: 11/13/2019  
State Status Changed:  
Deemer Date: Created By: Chelsea Ronalter  
Submitted By: Chelsea Ronalter Corresponding Filing Tracking Number:

### Filing Description:

The Lincoln National Life Insurance Company  
NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

### Advertising Filing – Long Term Care Form(s):

The Lincoln National Life Insurance Company  
NAIC# 020-65676 FEIN # 35-0472300

Re: NEW SUBMISSION

### Form(s):

LCN-2808481-110119 - Planning for Long-Term Care Press Release

Dear Sir or Madam:

Attached for your review is the above-referenced advertising form. This form is new and does not replace any other form previously approved by your Department.

This is an "invitation to inquire" type of advertising.

LCN-2808481-110119 is a press release that it will go over the newswire (BusinessWire) and will be posted to the LFG.com newsroom once approved. The LFG.com posting is a single page, and not state-specific.

The advertising piece(s) will be used with the following forms:

Base contract 19-MG890 approved on 04/10/2019 under Serff number LCNC-131862424  
Rider TIR-891 approved on 04/10/2019 under Serff number LCNC-131862424  
Rider END-10534 approved on 04/10/2019 under Serff number LCNC-131862424  
Rider LTCBR-890 approved on 04/10/2019 under Serff number LCNC-131862424

If you need any additional information, please contact me toll-free at 1-800-238-6252, Extension 5546. Thank you for your attention to this matter.

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Sincerely,

Chelsea Ronalter

## Company and Contact

### Filing Contact Information

Chelsea Ronalter, Specialist, Product Compliance & Filing	chelsea.ronalter@lfg.com
One Granite Place, 4S11	800-258-3648 [Phone] 5546 [Ext]
Concord, NH 03302	603-226-5128 [FAX]

### Filing Company Information

The Lincoln National Life Insurance Company	CoCode: 65676	State of Domicile: Indiana
350 Church Street - MPM1	Group Code: 20	Company Type: Life
Hartford, CT 06103-1106	Group Name:	State ID Number:
(800) 238-6252 ext. [Phone]	FEIN Number: 35-0472300	

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## Filing Fees

Fee Required?	No
Retaliatory?	No
Fee Explanation:	

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## Form Schedule

Lead Form Number:								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Planning for LTC Press Release	LCN-2808481-110119	ADV	Initial			LCN-2808481-110119 (Planning for LTC Press Release).pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NAP</b>	Network Access Plan
<b>NOC</b>	Notice of Coverage	<b>OTH</b>	Other
<b>OUT</b>	Outline of Coverage	<b>PJK</b>	Policy Jacket
<b>POL</b>	Policy/Contract/Fraternal Certificate	<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider
<b>PRC</b>	Provider Contract/Provider Addendum/Provider Leading Agreement	<b>PRD</b>	Provider Directory

## **Consumers Should Avoid These Misconceptions About Paying and Planning for Long-term Care**

*While customers and financial professionals agree on the importance of planning for long-term care, the proper steps are not being taken*

**RADNOR, PA, – November 5, 2019** – Planning for long-term care needs has become an increasingly important topic as the population ages and people are living longer. While the effects of a life-changing health event could impact the entire family, research released by Lincoln Financial Group during Long-Term Care Awareness Month (November) shows that consumers don't know the entire truth about long-term care needs and planning. Lincoln is helping dispel some common misconceptions.

"Proper planning for potential long-term care needs in the future has never been more important" said Heather Deichler, senior vice president of MoneyGuard Product Management, Lincoln Financial Group. "While it can be a challenging and emotional topic to think about and discuss, tackling it head-on and before care is needed can make a big difference in the care one receives, the impact on loved ones and a family's financial security. Unfortunately, the realities of long-term care are often misunderstood. Long-Term Care Awareness Month is a perfect time to bring clarity to the topic and spark meaningful conversations between families and financial professionals."

### **Misconception 1: Planning can wait**

Financial professionals believe age 50 is the ideal age to plan for long-term care, but clients typically wait until age 65<sup>1</sup>. With more than half of Americans turning 65 projected to need some type of long-term care in the future<sup>2</sup>, planning early can help avoid rushed and potentially expensive decisions. Rates for long-term care services vary greatly depending on the type of care and location with national annual averages ranging from \$49,920 for a full-time home health aide to \$105,485 for a private room in a nursing home<sup>3</sup>.

Planning early while still healthy can also increase the likelihood of being approved for an underwritten long-term care funding solution, and potentially make the policy more affordable with greater care benefits and options.

### **Misconception 2: You only need to talk with family to plan for long-term care**

Lincoln research finds that 60 percent of people have discussed long-term care with their spouse, children, parents or friends<sup>4</sup>. That is good news, considering that most long-term care events begin in the home with family or friends providing the initial care. However, only 5 percent have consulted with a financial professional about long-term care. The research also finds that 63 percent do not have any type of long-term care plan — informal or written<sup>4</sup>.

A thorough long-term care plan should include conversations with both family and a financial professional together and cover key elements, including:

- Preferences for how and where care is received
- The role of family in caregiving and decision making
- The potential cost of care services and how they would be paid for
- How long-term care funding solutions may fit into the plan

### **Misconception 3: There are few insurance options to help fund long-term care needs**

Despite an expanding private insurance market, which now includes several different types of solutions, there is relatively low familiarity of any of the options among consumers. With the low level of familiarity, it's not surprising that 57 percent of those surveyed believe a long-term care solution is only beneficial if you use it<sup>4</sup> even though hybrid solutions, which are life insurance or annuity products with long-term care riders, are designed to meet multiple needs. When presented with different options, survey respondents were significantly more likely to find hybrid life insurance products that combine long-term care coverage if you need it, and a death benefit if care is not needed, the most appealing.

“When it comes to long-term care planning, there are a lot of decisions to consider. It is essential to start planning early and have the right people in the discussion,” said Bill Nash, senior vice president and head of distribution for MoneyGuard solutions, Lincoln Financial Distributors. “Financial professionals can bring expertise to the conversation and help families plan for aspects they may not have considered or truly understood, such as the potential costs of long-term care and their impact on retirement plans, what’s covered by Medicare and Medicaid, or private insurance options. With understanding of these types of topics, families and their loved ones can develop thorough plans to help individuals age with dignity and independence.”

### **Planning Resources**

To help families and their financial professionals start the conversation and develop a plan for potential long-term care needs and expenses, Lincoln provides the following tools and resources:

- [www.whatcarecosts.com/Lincoln](http://www.whatcarecosts.com/Lincoln) - a searchable database of long-term-care costs for in-home services, skilled nursing homes and assisted living facilities for states and metropolitan areas nationwide. Enter the code ‘Lincoln’ in the upper right corner
- [Long-term care videos, key planning considerations and information on funding options](#) (for use only in AZ, CA, CT, DC, DE, FL, HI, IN, MT, NJ, NY, ND, SD, VI)
- [Long-term care videos, key planning considerations and information on funding options](#) (for use in all other states)

### **About Lincoln Financial Group**

Lincoln Financial Group provides advice and solutions that help empower people to take charge of their financial lives with confidence and optimism. Today, more than 17 million customers trust our retirement, insurance and wealth protection expertise to help address their lifestyle, savings and income goals, as well

as to guard against long-term care expenses. Headquartered in Radnor, Pennsylvania, Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE: LNC) and its affiliates. The company had \$261 billion in assets under management as of September 30, 2019. Lincoln Financial Group is a committed corporate citizen included on major sustainability indices including the Dow Jones Sustainability Index North America and FTSE4Good. Dedicated to diversity and inclusion, Lincoln was recognized by Forbes as one of the Best Large Employers<sup>5</sup>, Best Employers for Diversity, and Best Employers for Women. Lincoln also earned perfect 100 percent scores on the Corporate Equality Index and the Disability Equality Index. Learn more at: [www.LincolnFinancial.com](http://www.LincolnFinancial.com). Follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#). Sign up for email alerts at <http://newsroom.lfg.com/>.

#### Sources

1. Versta Research and Lincoln Financial, "[2017 LTC Marketing and Thought Leadership Research, Findings from Surveys of Advisors and Consumers](#)," February 2018.
2. Department of Health and Human Services, "[Long-Term Services and Supports for Older Americans: Risk and Financing](#)," February 2016
3. LTCG and Lincoln Financial, "[What Care Costs](#)", 2019
4. Lincoln Financial, "[The Importance of Planning for Long Term Care](#)," April 2019
5. Forbes, [America's Best Large Employers](#), April 17, 2019

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